

BIG CREAM TEA

Using Parkinson's Create to design a Big Cream Tea flyer

What is Parkinson's Create?

It's a tool provided by Parkinson's UK to make it easy for volunteers to design publicity material, information leaflets and other publications. It comes pre-loaded with a wide range of templates, all carefully designed to maintain the latest Parkinson's UK brand image by using consistent layout, fonts and other visual elements. It's available for any volunteer to use.

You will need a decent-size screen to do this, so don't try to do it on a phone or small tablet device – it would be a very frustrating experience!

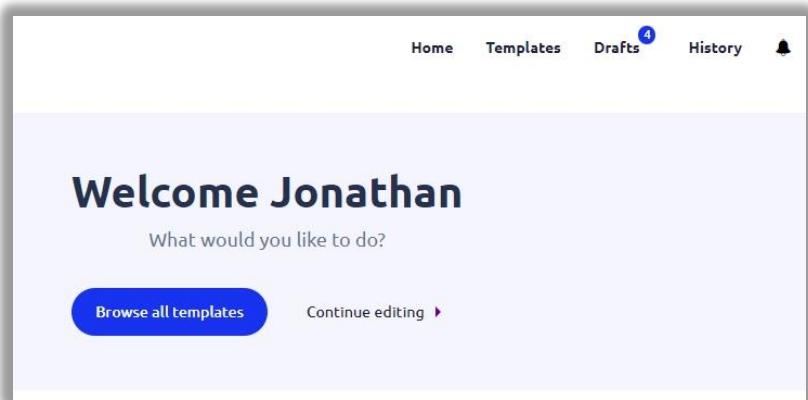
How do I start?

Start by visiting the Parkinson's Create home page:

<https://parkinsonsuk.rightmarket.com/>

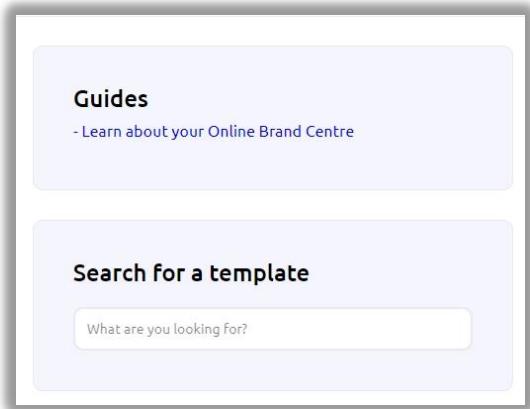
If you have used it before, you can log in with your email address and password. If this is your first time using Parkinson's Create, you will need to set up an account – the process is obvious and very similar to creating an account for other online services. It only takes a few moments.

You can now log in to your account. You will be taken to the home page, which offers you various choices as shown here. You probably want to **Browse all templates**, which takes you to the same place as the **Templates** menu item near the top. On the other hand, if you have already created a design and you want to modify it, you need the **Continue editing** option, which takes you to the same place as the **Drafts** menu item.



Additional help

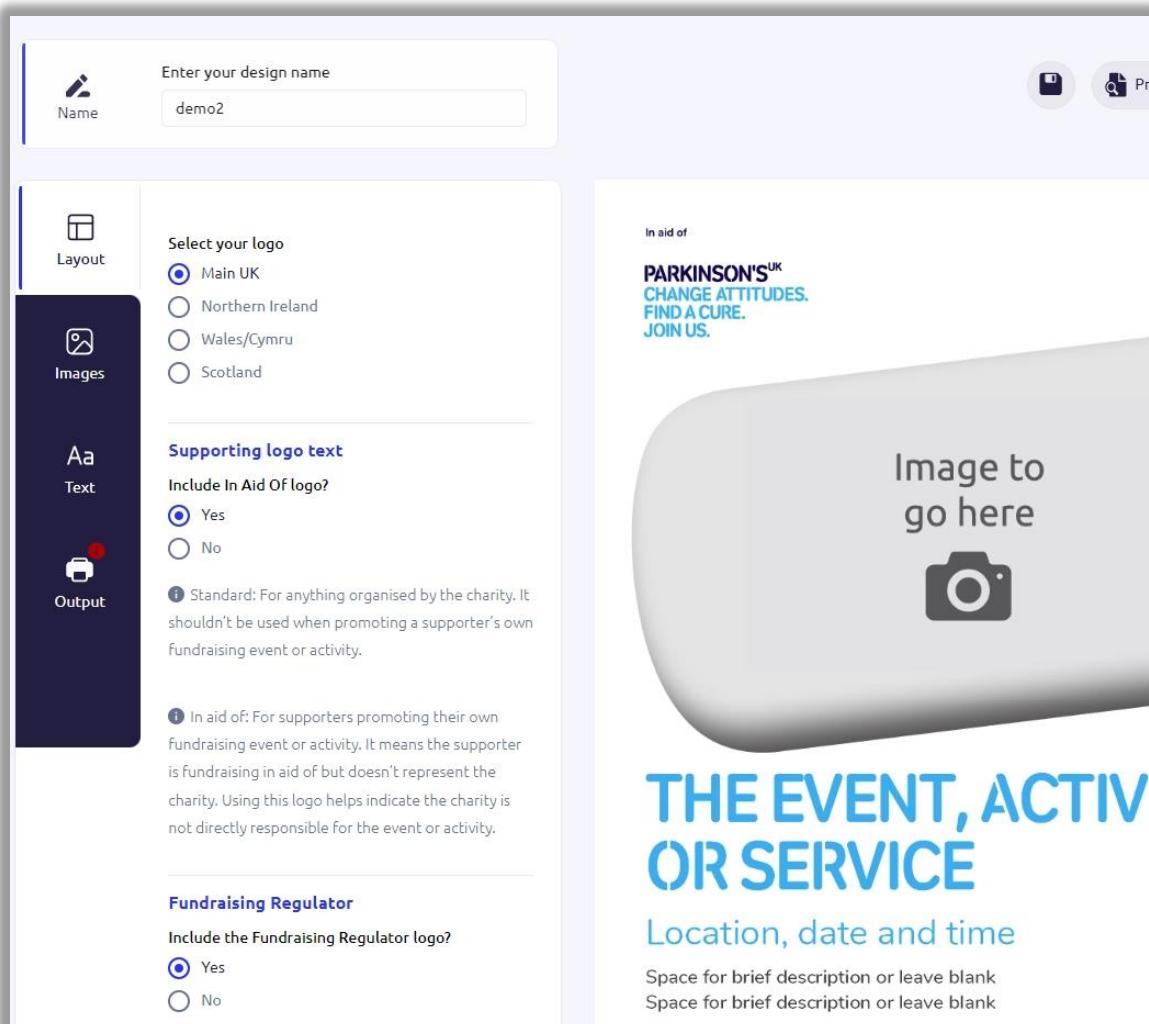
Further down the page on the left, you'll find two tiles labelled **Guides** and **Search for a template**. Both provide useful additional information about what you can do with the tool.



Designing your flyer

Choose the **Browse all templates** option, or (equivalent) choose the **Templates** menu option. This will take you to a page showing you various types of document you can create. Choose the **Posters** option. There are two templates in this category - choose **Image Poster**. Don't worry about the "(Download)" annotation – it simply means that Parkinson's Create doesn't offer you the option to order printed copies, and you will need to download your finished design in order to print it.

You will now see the design page for the template. This is where you will create your flyer. Most of it is very simple, but you may like to use the step-by-step guide in the remainder of this document if you're doing it for the first time. There are a few wrinkles to watch out for!



Step 1: Rename the template

Choose a memorable name for your design, and enter it in the **Name** box at the top.

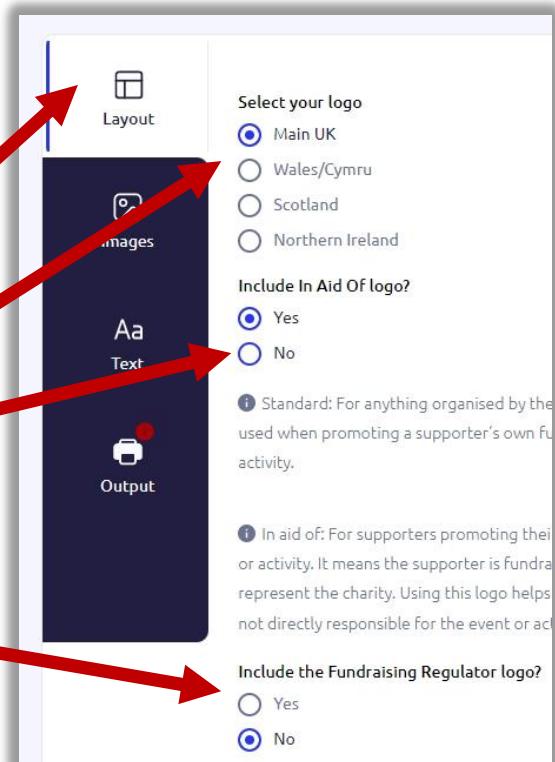
Step 2: Establish the basic layout

Make sure you're in the **Layout** section by clicking the appropriate tile at the left. The **Layout** tile should now be white, as in the picture here.

Select the appropriate Parkinson's UK logo for your region.

Make sure the "In Aid Of logo" option is set to **Yes**, because the Big Cream Tea is an independent volunteer event, and is not directly managed by Parkinson's UK.

Although it's not essential, it is a good idea to include the Fundraising Regulator logo.

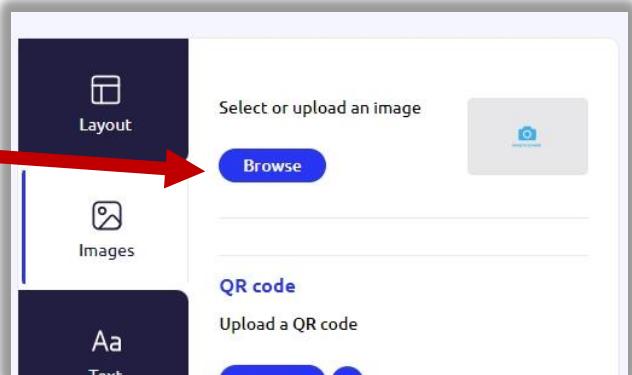


Step 3: Insert the main image

Of course you can choose your own image, but we would love it if every site could use the delightful caricature that Korky Paul has drawn for us. It's available for download from the publicity resources section of our Big Cream Tea website (probably the same page you used to reach this document). Unfortunately, Create doesn't allow you to download images directly from the internet, so you'll need to download the image file to your computer and then send it to Parkinson's Create.

- In your web browser, visit oxfordparkinsons.org.uk/bigcreamtea/pub-resources
- Download the image using the button in the **FOR YOUR FLYER** section. Put it anywhere convenient on your computer.

Now you can go back to Parkinson's Create and add the image to your flyer. Go to the **Images** section and choose the **Browse** option in **Select or upload an image**.



This will display the **Add an image** box. Press the **Browse from computer** button, locate the image file you just downloaded from our website, and click **Open** in the file selector. The file will begin uploading to Create.

Even after the upload progress has reached 100%, it may still take a few seconds for Create to process this large image file.



Eventually the image will appear at the top left. At this point it's a good idea to click the **Add to my library** button so that the image remains available when you come back to Create in the future.



Make sure your new image is now selected (blue tick-mark to the top right of the image) and then insert it into your design by pressing the **Use Selection** button at the bottom right.

Step 4: Add text

The preview of your flyer should now be looking good. All that's left is to add the small amount of text you need. Choose the **Text** tile, and complete the various sections:

- **Header** should read **THE BIG CREAM TEA**
- **Subheader** should be one or two lines giving your event location, followed by a final line reading **Saturday 13 April 2024, 3pm-5pm**
- **Main body of text** can be tailored to describe your event. You might like to include our suggested wording **Join us to enjoy delicious fresh scones, tea and cakes. This UK-wide event supports people affected by Parkinson's.**
- **Contact details** of course should be appropriate to your group and event. An email address and phone number is ideal.

IMPORTANT NOTE: The preview doesn't update while you are typing in the text entry boxes. To see your changes, click on the flyer preview to the right.

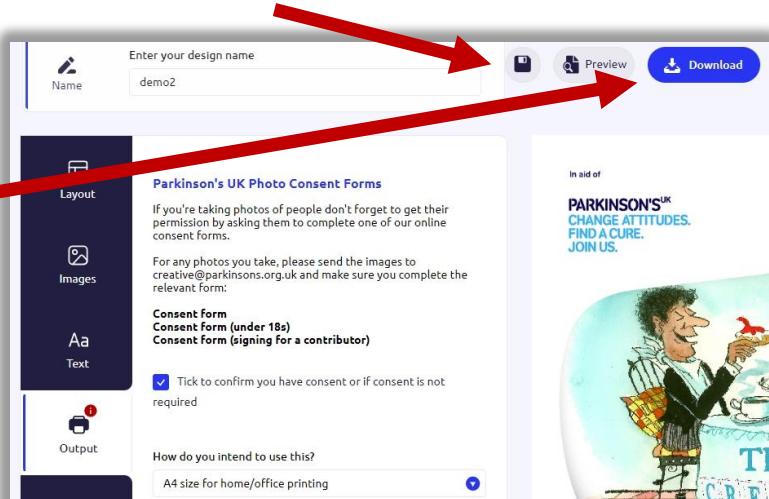
Step 5: SAVE YOUR DRAFT

Drafts are not saved automatically. You MUST click the **save** button to save your work.

Step 6: Download your flyer

In the **Output** section, tick the consent box (none is required) and choose the output format you require. You can then click the **Download** button, which turns blue to indicate that everything is ready.

The flyer is now available on your computer as a PDF file, ready for printing at home or by a professional printer.



When you return to Parkinson's Create later, you will still find your design in **Drafts** even though it's finished. This quirk of Create arises because it doesn't offer an option for you to order printed copies of these designs.